


Margaret A. Sullivan
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January 11, 1996

TO: KAM's
AM's
DM's
RM's

RE: March Doral Ashtray Promotion #600001
Item #496991

Ladies and Gentlemen:

After some discussion, the Region has decided not to VAP the March Doral Ashtray promotion, but instead have each of you evaluate your actual needs based upon quantities shipped out by Direct Accounts in recent promotions. It seems that quite a few Direct Accounts are still loaded up with old promotions.

Our allocation of 4,082 SKU's equates to approximately 100 SKU's per retail rep, which they can work during normal coverage. Account Managers and KAM's may have their own needs. Each of you are to submit your needs to me by January 22, 1996 on the attached sheet via E-Mail. Be sure all requested information is included. Allocations will be adjusted based upon total requests and communicated to you as soon as possible.

Under separate cover, each of you with Direct Account responsibility will receive VAP lists for your accounts to use to ship out any old promotions still in their warehouses.

Thank you for your cooperation with this matter. Should you have any questions or concerns, please contact me.

Sincerely,

Margaret

M. A. Sullivan

MAS
Enclosure

cc: L. M. O'Connor, R. J. O'Rourke, M. A. Young

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DORAL MARCH ASHTRAY PROMOTION ALLOCATIONS

TOTAL REGION ALLOCATION: 4082

	ACCOUNT # OR TERR. #	ACCOUNT OR REP NAME	SHIP-TO LOCATION (REPS ONLY) EITHER HOME OR ACCT. # / NAME	# SKU'S	SHIP DATE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
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20					
21					
22					
23					

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ASHTRAY